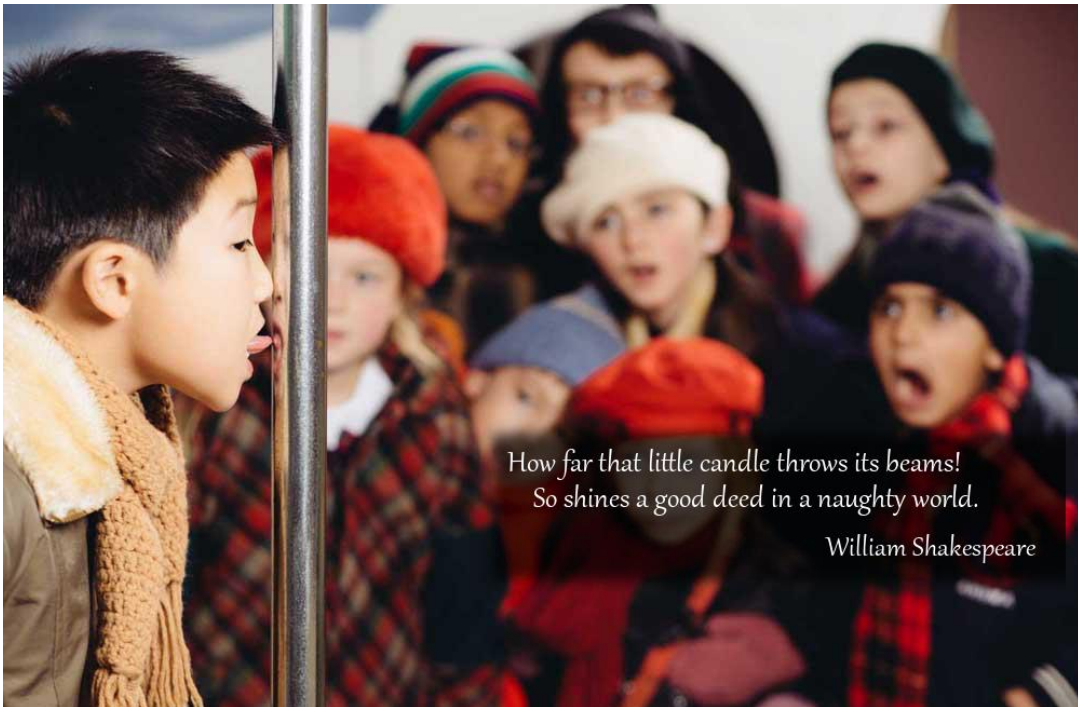


Theatre Scarborough



Corporate Sponsorship Package 2017



*How far that little candle throws its beams!
So shines a good deed in a naughty world.*

William Shakespeare

A Christmas Story – 2013
Photo by Sean Howard



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ABOUT US

Theatre Scarborough is a registered non-profit charitable organization encompassing three theatre production companies, each dedicated to producing quality live theatre in the Scarborough area. Individually, each group has been proudly serving the community for over 50 years. As a combined organization, we have been active for almost 35 years.

Scarborough Theatre Guild and Scarborough Players each produce four plays each year, and Scarborough Music Theatre brings three full-scale musicals to the stage at the 250-seat Scarborough Village Theatre. A thrust stage, this performance space is a rarity in Toronto, and unique among community theatre groups.

In addition to our core production work, our groups conduct educational workshops and theatre activities for our members and the community at large. Theatre Scarborough also provides theatre space as a partner with outreach programs such as the very successful Start Youth Presenting Art. Since its original formation in 1982, Theatre Scarborough has seen its mandate grow as it continues to act as a hub for communication, cooperation, and the presentation of top quality theatre.

A number of our members have gone on to work with professionally, appearing in productions at Mirvish, Canadian Stage, Soulpepper, and Acting Up Stage as well as regional theatre companies including the Shaw and Stratford Festivals. They have also been seen on network television, and Broadway!

OUR AUDIENCE

- With Over 100 performances in each year, we serve 17,000 to 22, 000 patrons each season
- We have consistently had over 20,000 ticket sales each year for the past five years.
- While the majority of our patrons come from the Scarborough area, we draw audience from as far afield as Ajax, Etobicoke, and Aurora.
- Our core audience age range is between 40 and 70, but encompasses everyone from toddlers to seniors.
- Our audience members are influencers and active on social media such as Facebook, Google+, and Twitter.



WHY SUPPORT THEATRE SCARBOROUGH?

- By sponsoring Theatre Scarborough you are saying that your company cares about Scarborough, and is committed to the arts and enriching the lives of its residents.
- Our audiences are your prospective customers, and influencers within their social circles.
- Your name and brand will be associated with a high quality, award winning local arts company offering a unique arts experience in our community.
- Your support will help artists, designers, and technicians hone their skills.
- Your support will help sustain ongoing volunteer opportunities for the community, including its youth.

Our patrons and community have shown ongoing support and dedication for our company because they see and appreciate the talent we attract, the quality of our productions, and impact we have on those who are involved with us.

However, the money that we can raise through these avenues no longer support our ongoing expenditures and rising costs. We, therefore, look to you as part of the body of corporations and local businesses to join us, becoming a vital part of making Theatre Scarborough one of the most successful and prestigious community theatre companies in Toronto.

We offer sponsorship opportunities that are tailored to suit your budget and range from \$2000 to \$12,000+. These opportunities not only grant us financial support and stability, but allow you to extend and strengthen your brand to a large and loyal group of potential clients and influencers.

HOW DOES YOUR SPONSORSHIP HELP?

By default, sponsorship funds are split between our capital investment goals and operational expenses.

- Two-thirds of your sponsorship goes to theatre Scarborough's capital projects, including the upgrading of our technical equipment, which is reaching its end of life.
- The remainder goes to our ongoing operational expenses, reducing the financial burden that would otherwise be shared with our production companies.

SPONSORSHIP LEVELS

The following pages detail our sponsorship levels, and the benefits we extend at each level.

We look forward to discussing these opportunities with you.



PERFORMANCE SPONSOR

\$500+

BENEFITS

- Tax Receipt
- Discounted rate on program advertising
- Recognition as a sponsor in all programs through the year
- Recognition and link on the Theatre Scarborough website
- Regular thanks in social media
- Two complimentary tickets a production
- Opportunity for name and logo display for one week of the show's run
- A discount code providing your employees with access to preferred ticket rates



Parfumerie – 2015
Photo by Thomas Kowal



Parfumerie – 2015
Photo by Thomas Kowal

PRODUCTION SPONSOR (11 AVAILABLE)

\$2,000+

Production sponsors to defray operational expenses so that more resources can be allotted to production costs such as set, sound costumes, and orchestra fees.

BENEFITS

- Tax Receipt
- Half page ad inside show programs for the production (Colour when available)
- Name and logo in production display outside theatre
- Name and logo recognition on show materials for the production
- Recognition as a production sponsor in all programs through the year
- Recognition and link on the Theatre Scarborough website
- Regular thanks in social media around the production
- 4 complimentary tickets to the production
- Invitation for two to attend a working rehearsal
- A discount code providing your employees with access to preferred ticket rates



The Winslow Boy – 2014
Photo by Thomas Kowal



South Pacific – 2013
Photo by Raph Nogal

SERIES SPONSOR (3 AVAILABLE)

\$5,000+

Series sponsors are a select group of businesses and corporations who have a desire to sustain and help grow theatre performance and production at the community level.

The Theatre Scarborough season is broken into three series sets, one for each of our member groups. Series sponsorship allows for a closer affinity with a specific group, while still aiding the overall season.

A Series Sponsor’s support enables us to:

- Offer downtown affordable theatre in their community
- Enhance our the production values of our productions
- Deepen the impact of our groups’ education & outreach programs for young and mature artists

BENEFITS

- Tax Receipt
- Full page ad inside ALL show programs for the series (Colour when available)
- Logo recognition on all tickets for the series.
- Name and logo displayed as a series sponsor in theatre series displays
- Name and logo recognition on printed season and show materials for the series
- Mention in intermission announcements
- Recognition as a series sponsor in all programs through the year
- Recognition and link on the Theatre Scarborough website
- Regular thanks in social media through the year
- Recognition in group newsletters through the year
- 6 complimentary tickets to each of the series productions
- Subscriptions to the group newsletter (up to three recipients)
- Invitation to a backstage tour with artistic staff or board members
- Invitations to working rehearsals during the year
- A discount code providing your employees with access to preferred ticket rates



Enchanted April – 2015
Photo by Raph Nogal

SEASON SPONSOR (1 AVAILABLE)

\$12,500+

The corporate season sponsor is a unique business or corporation who shares our passion and joins in our vision for arts in our community as well as education and community outreach.

A Season Sponsor's support enables us to:

- Offer downtown affordable theatre in their community
- Enhance our the production values of our productions
- Deepen the impact of our Education & Outreach programs for young and mature artists

BENEFITS

- Tax Receipt
- Full page ad inside ALL show programs for the season (Colour when available)
- Name and logo included on all tickets for the season.
- Name and logo displayed as a season sponsor in our theatre displays
- Name and logo recognition on all printed season and show materials
- Recognition as the season sponsor in all programs
- Mention in preshow announcements
- Recognition and link on the Theatre Scarborough website
- Regular thanks in social media through the year
- Recognition in group newsletters through the year
- 8 complimentary tickets to each of the 11 productions
- Subscriptions to the group newsletters (up to three recipients)
- Invitations to up to three backstage tours with artistic staff or board members
- Invitations to working rehearsals during the year
- A discount code proving your employees with access to preferred ticket rates
- First opportunity to continue as season sponsor in upcoming seasons



World Goes Round – 2015
Photo by Raph Nogal

CAPITAL PROJECT SPONSOR (1 AVAILABLE)

\$12,500+

Capital project partnership expresses an ongoing commitment to the technical quality of affordable arts in Toronto. Partners contribute directly to ensuring that the sound, light, and backstage communication equipment providing the technical backbone of quality theatre remains up-to-date.

Our most pressing project is the replacement and upgrade of our lighting system. As much of the equipment is at its end of life, we view this as an opportunity to upgrade our technology in a responsible way, opening up more opportunity for light design and options for presentation within our unique space.

Recognition is given in context of the specific project.



M. Butterfly - 2013

BENEFITS

- Tax Receipt
- Name and logo included on all tickets for the season.
- Name and logo displayed as a season sponsor in our theatre displays
- Name and logo recognition on all printed season and show materials
- Recognition as the season sponsor in all programs
- Mention in preshow announcements
- Recognition and link on the Theatre Scarborough website
- Regular thanks in social media through the year
- Recognition in group newsletters through the year
- 8 complimentary tickets to each of the 11 productions each season
- Subscriptions to the group newsletters (up to three recipients)
- Invitations to up to three backstage tours with artistic staff or board members
- Invitations to working rehearsals during the year
- A discount code proving your employees with access to preferred ticket rates

CONTACT INFORMATION

If you wish to discuss becoming a sponsor of Theatre Scarborough, you can contact us through any of the following channels:

MAIL:

Theatre Scarborough
3600 Kingston Toad
Scarborough, ON
M1M 1R9

Email: sponsorship@theatrescarborough.com

Phone:

Contact us through the box office at 416-267-9292. Indicate that you are calling about corporate sponsorship opportunities.



The Full Monty – 2011
Photo by Raph Nogal